

## **A succession arrangement making it easier to bid farewell and start afresh The Hotel Continental in Zermatt is now part of the Matterhorn Group**

**For more than 30 years, Mirja and Paul Kronig-Aufdenblatten have been responsible for the comfort and well-being of the guests of the Hotel Continental. They are now passing on their Continental to new management. Starting in the 2016/2017 winter season, the Matterhorn Group will be taking over the three-star hotel at the heart of the village of Zermatt. The Matterhorn Group is a company owned by Zermatt's burgher community. It already operates the Grand Hotel Zermatterhof, the Riffelhaus 1853 and the 3100 Kulmhotel Gornergrat along with a number of restaurants in Zermatt.**

The departing managers, who are retiring from the hotel and restaurant business, will remain connected to the Continental through their passion for folk music and "Nid zem lose", their Schwyzerörgeli accordion quartet. Their *Musig Stubete* Sunday concerts will once again be held in the upcoming winter season – a tradition that will be familiar to the hotel's regular guests.

### **Astrid Weber as the new manager of the Hotel Continental**

Astrid Weber originally comes from the canton of Schwyz and has lived in Zermatt for four years. She has an Advanced Federal Diploma of Higher Education in Hospitality Management from the Swiss Hotel Management School Lucerne (SHL), and is also a certified vocational trainer as well as a certified event manager. Her first professional position in Zermatt was as guest consultant for Zermatt Tourism. After that, she worked as the Head of Reception at the Parkhotel Beau Site for three years. The Matterhorn Group is pleased to have found an experienced young professional as the new manager of the Hotel Continental. Astrid Weber is perfectly acquainted with all that Zermatt has to offer, and has already held positions in Switzerland, Germany and Asia. "She brings a broad-based education together with professional experience in a variety of areas of the hotel and restaurant industry", says Andreas Biner, president of Zermatt's burgher community, describing the new Continental manager's excellent track record.

### **The Continental's new presence makes the changes visible**

The Hotel Continental is located in a typical Valais building that exudes a feeling of warmth and comfort and features a neat and tidy decor. Its new logo and the new website now present the Continental in a way that is as fresh and friendly as the feeling you get when you walk through the door. The hotel has an excellent reputation, an ideal location and a relaxed, down-to-earth feel that guarantees an excellent price-performance ratio. Guests of the Hotel Continental appreciate simplicity and do not require a great deal of fuss. The new management will do everything they can to ensure that the guests of the hotel feel as at home as ever. "We are not reinventing the Continental, but we want the guests to be able to take advantage of new offers from the Matterhorn Group", explains Andreas Biner. "For example, we have introduced a special rate for guests of the Continental at the Alpine spa at the Zermatterhof." The hotel breakfast is one important facet of the hotel experience for returning guests. "The quality of the breakfast buffet will remain exactly the same – nothing will change in that arena", says Biner. Something that regular guests will appreciate.

The Hotel Continental's new website contains further information: [continental-zermatt.ch](http://continental-zermatt.ch)

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